



## PUBLIC RELATIONS CHECKLIST

Name of Event: \_\_\_\_\_

Date of Event: \_\_\_\_\_ Chairperson(s): \_\_\_\_\_

### 8-10 Weeks Prior to Event:

- Finalize Date and Time
- Set advertising budget
- Select and Book Event Venue
- Select and Secure Speakers
- Develop Media List
  - Newspaper
  - Radio
  - Television
- Develop Participant List
- Write Press Release
- Develop Posters/Flyers
- Add Event to Website
- Create Informational Email/Constant Contact
- Create Post for Facebook/Twitter

### 6 Weeks Prior to Event:

- Forward Press Release to Media Contacts
- Distribute Flyers
- Send Email Blast/Constant Contact
- Review Website Information
- Re-Post on Facebook/Twitter
- Secure Date for Pre-Event Photo Op
- Create Ad for Newspaper

### 4 Weeks Prior to Event:

- Invite Media to Event
- Draft Talking Points for Speakers
- Secure Photographer for Event
- Create Photo Shot List and Forward
- Place Ad in Local Newspapers
- Conduct Photo Op

### 2 Weeks Prior to Event:

- Re-Post on Facebook/Twitter
- Send Final Email Blast/Constant Contact
- Conduct Live Radio/Television Interviews

### 1 Week Prior to Event:

- Confirm Media Invite
- Re-Post on Facebook/Twitter

### After Event:

- Submit Letter to Editor
- Send Thank You to Sponsor(s)
- Post Thank You on Facebook/Twitter
- Send Thank You to Media Contacts
- Review Advertising Budget
- Meet with Committee to Evaluate Event
- Submit Auxiliary Report